

**Business Development Commission (BDC)**  
**MEETING MINUTES**  
**APPROVED**

MEETING DATE: Thursday, March 23, 2023  
 LOCATION: City Hall  
 CALLED TO ORDER: 8:02 AM  
 MEETING ADJOURNED: 9:28 AM  
 NEXT REGULAR MEETING: Thursday, April 27, 2023

Name	Present	Absent
Mike Pincus, Chair (Citizen at Large)		X
Tim Delanty, Vice Chair (Old Webster Rep)	X	
Stephanie Skees (Old Orchard Rep)	X	
Julia Leenig (Crossroads Rep)	X	
Bud Bellomo (Chamber of Commerce)	X	
Tammy Behm (Commercial Business Owner)	X	
Eric Browring (Citizen at Large)	X	
Ceci Bartels (Home-Based Business Owner)	X	
Stacie Swederska (Commercial Business Owner)	X	
Pam Bliss, Council Liaison	X	
Eric Peterson, Staff Liaison	X	

Also in Attendance:

Jamie Hasemeier – Chairperson, Sustainability Commission, City of Webster Groves  
 Mara Perry – Director of Planning and Development, City of Webster Groves  
 Sgt. Jason Flanery – Webster Groves Police Department  
 Fran Sudekum – Administrative Support

**Approval of Minutes**

A motion to approve the February minutes was made by Tammy Behm, seconded by Bud Bellomo, and unanimously approved.

**Visitor Comments**

- Jamie Hasemeier, Chairperson of the Sustainability Commission shared information they have put together for Webster Groves to become a Green Dining Alliance “Green Dining District” (See Appendix A). The Sustainability Commission would like to partner with the Business Development Commission to recommend this plan to City Council and then move forward with implementation if approved. Ms. Hasemeier and Commission Members discussed the plan and its benefits. All Commission Members were in favor of partnering with the Sustainability Commission and would like to see more information, such as how much funds would be needed to support the plan, and how many restaurants need to participate in order to become a certified Green Dining District. Several restaurants are already certified as Green Dining establishments. The upcoming Business Coffee would be a good initial opportunity to reach out to Webster Groves food service businesses about the proposed plan. Information on the Green Dining Alliance organization and their program can be found on their website at <https://greendiningalliance.org/>.

- Ms. Hasemeier also shared information on the “No Mow April” initiative the Sustainability Commission has put together for Webster Groves to help promote the health of our local pollinators coming out of hibernation. Information can be found on the website <https://www.webstergrovesmo.gov/685/No-Mow-April>.

### **Business Engagement**

The Sub-Committee (Commission Members Tammy Behm, Julia Leenig, and Eric Browring) has met twice and developed a plan for a Business Coffee to re-engage brick-and-mortar Webster Groves businesses as a follow-up to the Business Roundtable and survey and get an update from businesses and their needs post-COVID. The proposed format:

- Date: May (date to be determined)
- Location: Rec Center
- Time: 8:30 to 9:30 AM; formal portion with topics  
9:30 to 10:30 AM information portion to allow networking with fellow business owners
- All Commission Members would be in attendance and help run the event.
- Provided: Annex Coffee and Foods (a WG business) would provide coffee and treats
- Format: Various “stations” with topics of interest determined by the BDC would be set up around the room with information and an opportunity to provide input.
- Possible Station Topics discussed included:
  - Work in Webster Groves Job Board
  - Changes in the Parking Minimums
  - A Business Education Summit
  - The QR Code/Interactive Map Project
  - Sustainability Commission’s Green Dining District proposed plan
  - An Open Question station that asks “What are your needs? What would you like to see at the next Coffee?”
  - In addition to an email sent to businesses, all Commission Members would need to be engaged to personally reach out to business owners to encourage them to attend.

The Sub-Committee will meet again and then share additional information with the BDC. Details will be finalized at the next BDC meeting.

**NOTE:** An idea for a future coffee was suggested that would provide information on the various business-related commissions, organizations, associations, City resources, and events.

**MOTION:** Bud Bellomo made a motion to use funds from the BDC Development Fund to support the logistics needed for the event. Stacie Swederska seconded the motion, and it was unanimously approved.

### **Parking Minimums**

Mara Perry shared background on the parking minimums in the City. In 2019 the Planning Commission determined the City's parking codes needed to be updated; prior to that the codes were based on St. Louis County's parking codes. Through a series of public hearings, the codes were updated to include new uses. For example, a couple of changes included bike parking could substitute for vehicle parking and administrative approval for up to a 20% reduction instead of going through the Board of Adjustment. The changes were approved in 2020. The type of use, size, location, whether the type of use is a change, all factor into a business's parking minimums. If the Commission wished to propose changes to the parking code, a request would go to City Council who would then direct Staff to look at any proposed changes. The code for Parking Minimums is in Section 53.186 of the City Code ([https://library.municode.com/mo/webster\\_groves/codes/code\\_of\\_ordinances?nodeId=CHAPTER%2053%20Zoning3](https://library.municode.com/mo/webster_groves/codes/code_of_ordinances?nodeId=CHAPTER%2053%20Zoning3))

### **Work in Webster Job Board Update**

Work in Webster Groves job board continues; it is averaging eight new jobs posted a week. It can be found on the City website <https://www.webstergrovesmo.gov/673/Work-in-Webster-Grove> The job board is free to use by both those looking for work and for those licensed Webster Groves businesses and non-profits looking to hire staff; full-time, part-time, interns, volunteers.

### **QR Code Window Cling Update**

Stacie Swederska and Jenny Starkey are scheduling a meeting to discuss the website landing page for the QR code.

### **Business Development Fund/Budget Request**

There remaining funds in the ARP Business Development Fund for this fiscal year have been rolled over in the proposed budget for next year.

### **Business District/City Updates**

- The new building next to Regions Bank in Old Webster has had its sign approved for the business in the front section of the building. The name of the business is 23W (23 West). The business going into the rear section of the building is Elias Law.
- The ICL building in the Owen Ridge Campus is adding a new addition.
- Iron Blade (a barber) in Crossroads next to Bagel Union has opened
- A salon will be going into the building on the north side of big bend across the street from Telle Tire.
- The zoning code for a section of the south side of Crossroads is being updated.
- Webster Groves High School is building a new state-of-the-art theatre where the previous Little Theatre stood.
- City Council is looking at ways to grow revenue.

**Next Meeting** – April 27, 2023 at 8:00 AM

**Adjournment** – Meeting adjourned at 9:28 AM.

# APPENDIX A

## Webster Groves Green Dining District Action Plan

### Outline:

- I. Background, why GDA?
- II. Mission
- III. Benefits to businesses
- IV. Benefits to city
- V. Costs
- VI. How City can help
- VII. Design of plan

### Background

The Webster Groves Sustainability Commission (SC) is tasked with supporting the City of Webster Groves on matters that make the city thrive for future generations to come. Of the priorities that have been identified by the SC, decreasing food waste, and increasing energy efficiency are two key foci. The SC has identified Green Dining Alliance certification as a way to address these priorities while supporting many of Webster's businesses in a shift toward more sustainable practices.

The Green Dining Alliance (GDA) is a program run by earthday365, and it certifies foodservice businesses based on sustainability practices. Businesses can receive up to five stars based on the number of points they receive during their certification audit.

South Grand and the Delmar Loop are both Green Dining Districts. In order to receive Green Dining District status, at least 25% of foodservice businesses in the defined area must be GDA certified. The cities of Brentwood and Maplewood have both adopted programs to support their foodservice businesses in applying for GDA certification.

### Mission

The goal of supporting GDA certification in Webster Groves is to lower the barrier to entry for our foodservice businesses so that as a community, we are adopting sustainable practices that ensure clean air and pure water for the future generations of Webster residents.

### Benefits to Businesses

The city's support of businesses joining the Green Dining Alliance has a number of potential benefits to both businesses as well as the city.

Businesses will benefit in the following ways:

1. Attract customers; Trends show a growing interest in supporting businesses that employ sustainable practices
2. Award grants from ED365 & WG; Microgrants will allow for businesses to invest in improvement projects that will not only enhance sustainable practice but potentially improve human health (e.g., improved ventilation, decreased gas exposure)
3. Increase exposure in the greater St. Louis region via ad buys and promotions
4. Participate in Curbside Hop for Green Dining Districts
5. Training and goal setting
6. Attract and retain employees
7. Provide resources
8. Offers discounted vendor pricing for the annual Earth Day Festival which attracts thousands of guests every year

## **Benefits to City**

Webster Groves will benefit in the following ways:

1. Increase tax revenue by attracting sustainability minded visitors
2. Pride of WG citizens for putting sustainability into action
3. Potential increased revenue from outside the city with more customers visiting to enjoy Webster dining options
4. Increased attractiveness of Webster Groves as a city to open new dining concepts

## **Costs**

Estimating potential costs of this program is complex and requires making some assumptions. If 50 Webster Groves businesses agree to certify with GDA, that would cost the city \$12,500 in certification fees (first-time certification is \$250 and recertification is \$200). Subsequent support from the city would cover half of the recertification fee.

Microgrant applications would help businesses cover costs for implementing changes to increase their GDA rating, based on their audit results. For example, a business could apply for a \$600 grant to cover the fees of compost pick-up service for a year. Or another business might apply for \$1,000 to contribute toward upgrading outdated electrical equipment to EnergyStar appliances. Ideally, an amount on the order of \$TBD would be made available for these types of applications.

A supplemental fund should be made available for "lunch and learn" events and advertisements to draw in business owners and educate them about the benefits of joining the program.

The BDC and SC can determine micro-grant funding and set grant eligibility.

## **Summary**

- support the GDA certification fees of all Webster Groves foodservice businesses who are interested in joining
- proposes the microgrant program to assist businesses in funding sustainable improvements to their establishments & practices
- support subsequent recertification by paying half of the fee for the 2nd and 3rd years of certification, (determine value of program to decide extending subsidies)
- BDC to help define specific eligibility requirements in writing the grant program.

## **How City Hall can help**

Roadblocks

- Recycling

Grants

- ED365
- Green WO

Resolution

- sustainability a pillar of our values
- assist the WO restaurants in adopting more sustainable practices

## **Ideas for 3-year plan**

Year 1

- subsidize the \$250 enrollment
- create micro grant opportunities for restaurants
- compost

- takeout containers
- recycling
- advertise to create awareness of WO commitment to sustainability

#### Year 2

- subsidize 50% enrollment (\$100) continue micro grant opportunities
- compost
- takeout containers
- recycling
- advertise to create awareness of WO commitment to sustainability

#### Year 3

- subsidize 50% enrollment (\$100)\*
- advertise to create awareness of WG commitment to sustainability

\*determine if this subsidy can be considered in budget as ARPA funds end

Jamie Hasemeier  
Chairperson  
Sustainability Commission  
City of Webster Groves